

ORDER



Orders
Order / Rev: 707899 - 1
Alt Order #: 06286979
Product Desc: NELSON FOR SENATE
Estimate: 551
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 08/20/12 / 08/27/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ DSCC/ D/Sen/FL
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	9	\$1,115.00	\$947.75
08/27/12	08/28/12	5	\$625.00	\$531.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	9	\$1,115.00	\$947.75	0.00
September 2012	5	\$625.00	\$531.25	0.00
Totals	14	\$1,740.00	\$1,479.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	6%	\$1,740.00
Market	100%	\$29,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	6%	\$1,740.00
WCWJ	0%	\$0.00
WJXT	31%	\$8,990.00
WTEV	28%	\$8,120.00
WTLV	29%	\$8,410.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/22/12	08/24/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	--W-F--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W-F--		2				\$125.00		0.00			
2	WJXX	08/27/12	08/27/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$125.00		0.00			
3	WJXX	08/22/12	08/24/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	--W-F--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Estimate: 551

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	08/22/12	08/24/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	--W-F--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--W-F--		2				\$130.00		0.00			
4	WJXX	08/28/12	08/28/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	-T-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-T-----		1				\$130.00		0.00			
5	WJXX	08/26/12	08/26/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$175.00		0.00			
6	WJXX	08/24/12	08/24/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$250.00		0.00			
7	WJXX	08/28/12	08/28/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-T-----		1				\$250.00		0.00			
8	WJXX	08/25/12	08/25/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$130.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$130.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	08/20/12-08/26/12	FCN Sat News at 6:30		Sat FCN News W	-----Sa-	:30		(\$130.00)		0.00	NM		
	Credited [CR]														
9	WJXX	08/22/12	08/24/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	--WTF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$60.00		0.00			
10	WJXX	08/27/12	08/28/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MT-----	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	MT-----		2				\$60.00		0.00			
Totals													14	\$1,740.00	